

FASHION CALENDAR

Issue of OCT 11 1943

Fashion Calendar Fuchsia Has Gone to War

We regret that delivery of our usual cover stock has been delayed by causes beyond our control. We are told that we will have to get along with this stop-gap cover for about a month, when we hope to be back in full dress again. Please pardon this unavoidable change of face.

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK CITY

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, OCTOBER 8, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Oct. 8 3:30 P.M.	SECOND IN SERIES OF WEEKLY COOKING LESSONS "How to prepare tasty boxes for the boys and girls in the Armed Forces" is the project of the second weekly cooking lesson at Namm's, under the direction of home economist, Elsa Steinberger of Brooklyn Union Gas Company. Public invited. Admission, free. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE, BROOKLYN	452 FULTON STREET COLONIAL ROOM, 3RD FL.
Beginning Friday Oct. 8	MAKE-UP OF FASHION MAGAZINE ON DISPLAY Starting October 8th, Traphagan School will open an interesting and informative exhibit of magazine make-up, showing page layouts for the original dummy of the latest issue of FASHION DIGEST, which is the semi-annual publication of Traphagen School. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY

Beginning Saturday Oct. 9	<u>OFFICIAL FOOTBALL SCHEDULES OF COLLEGE AND SERVICE TEAMS FOR 1943 (EAST)</u>		
	<u>OCTOBER 9</u>	<u>NOVEMBER 6 (Continued)</u>	
	COLUMBIA-YALE at BAKER FIELD	COLUMBIA-DARTMOUTH at HANOVER	
	CORNELL-PRINCETON at PRINCETON	NAVY-PENNSYLVANIA at PHILADELPHIA	
	PENNSYLVANIA-DARTMOUTH at PHILA.		
	<u>OCTOBER 16</u>	<u>NOVEMBER 13</u>	
	COLUMBIA-ARMY at BAKER FIELD	COAST GUARD ACADEMY-BROWN at PROVIDENCE	
	NAVY-PENN STATE at ANNAPOLIS	COLUMBIA-NAVY at BAKER FIELD	
	<u>OCTOBER 23</u>	CORNELL-DARTMOUTH at BOSTON	
	ARMY-YALE at NEW HAVEN	YALE-PRINCETON at NEW HAVEN	
	COLUMBIA-PENNA. at BAKER FIELD		
	<u>OCTOBER 30</u>	<u>NOVEMBER 20</u>	
	BROWN-PRINCETON at PRINCETON	BROWN-ARMY at WEST POINT	
	COLUMBIA-CORNELL at ITHACA	COLGATE-COLUMBIA at BAKER FIELD	
	DARTMOUTH-YALE at NEW HAVEN	DARTMOUTH-PRINCETON at PRINCETON	
	NAVY-NOTRE DAME at CLEVELAND		
	PENNSYLVANIA-ARMY at PHILA.	<u>NOVEMBER 25</u>	
	<u>NOVEMBER 6</u>	BROWN-COLGATE at PROVIDENCE	
	ARMY-NOTRE DAME, YANKEE STADIUM	CORNELL-PENNSYLVANIA at PHILADELPHIA	
	BROWN-YALE at NEW HAVEN	<u>NOVEMBER 27</u>	
		ARMY-NAVY at WEST POINT	

Saturday Oct. 9	YOM KIPPUR, JEWISH DAY OF ATONEMENT Most of the garment-making firms and some New York stores will be closed on this day which is a widely-observed Jewish fast day.		
Sunday Oct. 10-	PERSONAL APPEARANCE:	WESTWARD KNITTING	NEW YORKER HOTEL
Oct. 23	"MISS WYN" FASHIONS	MILLS OF LOS ANGELES	8TH AVE. AT 34TH ST.
	Contact: Mr. A. E. Wittenberg, ME. 3-1000.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On Through Nov. 23 7:30- 9:30 P.M.	NEW FASHION CAREER COURSE Famous Fifth Avenue fashion authorities will outline advertising, promotion, publicity and editorial work in the field of fashion. Price for course is \$35 for 12 sessions, given Tuesdays and Thursdays from 7:30 to 9:30 P.M. Planned and presented by authorities in fashions, cosmetics, advertising, promotion and personnel. Guest lecturers, class work and home assignments. Registration limited. Contact: Miss Sheehan, CO. 5-3173.	ROSEMARY SHEEHAN AND CHRISTINE STEPHENS	BARBIZON, 18TH FLOOR LEXINGTON AT 63RD ST.
Every Tuesday & Thursday 11:45 A.M.- 12:00 Noon	NEW RADIO PROGRAM: TOBE'S TOPICS Tobe, international stylist, discusses fashions and women's interests on the air twice a week for Bloomingdale's. Program is tied in with a \$10 gift certificate to listeners submitting best topic for discussion. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	OVER WOR (710 ON DIAL)
Now Going On	COURSES IN FOREIGN LANGUAGES Men and women aware of the value of foreign languages in the post war world are urged to study at the YWCA night classes. Russian, Portuguese and Japanese given Tuesday evenings, 7-9 P.M. Monday and Thursdays, 7-8 P.M., French and German. \$10 for each language in a 12-session course. Register at Contact Division, Room 209, YWCA, WI. 2-4500.	YOUNG WOMEN'S CHRISTIAN ASSN., CENTRAL BRANCH	610 LEXINGTON AVENUE
Just Issued	WPB PAMPHLET ON PROD- UCTS AND PRIORITIES Every four weeks, the WPB issues a new publication to aid business men in obtaining information on products, materials and service. A year's subscription of 13 issues is \$2; single issues 20¢. Contact: Superintendent of Documents, U. S. Government Printing Office, Washington, D. C.	WAR PRODUCTION BOARD	U. S. GOVT. PRINTING OFFICE, WASHINGTON, D.C.

WEEK BEGINNING MONDAY, OCTOBER 11, 1943

Beginning Monday Oct. 11-16 11:00 A.M.- 1:00 P.M. & 2-4 P.M.	SIMPLICITY PATTERN SHOW ON MODELS During the week of Oct. 11th, there will be presented twice daily, by Ann Wright, stylist for Simplicity Patterns, 3 wardrobes including skirts, blouses, dresses, coats, jackets. Clothes shown made for less than \$10 and some for less than \$5. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S	LEXINGTON AT 59TH ST. FABRIC DEPT., 2ND FL.
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Beginning Monday Oct. 11	SPORTSWEAR GUILD SPRING SHOWINGS These sportswear fashions shown this week will be the only collection of the entire Spring season. Due to shortage of materials and uncertain deliveries, this date has been advanced a month ahead of last year.	NINE MEMBERS	VARIOUS SHOWROOMS
	<u>MONDAY, OCTOBER 11</u> SPORT-CRAFT INC. 550 7TH AVE. STAR-MAID 498 " "		<u>WEDNESDAY, OCTOBER 13</u> DAVID M. GOODSTEIN 550 7TH AVE. MUTUAL ROSENBLOOM 498 " "
	<u>TUESDAY, OCTOBER 12</u> ADLER & ADLER 550 7TH AVE. KANE-WEILL 498 " "		<u>THURSDAY, OCTOBER 14</u> DAVIDOW 550 7TH AVE. CHARLES W. NUDELMAN " " " ZOLTAN ROSENBERG " " "

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Oct. 11 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Open to public. Luncheons from \$1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Beginning Monday Oct. 11- April 6:30 P.M.	15TH ANNUAL ADVERTISING COURSE FOR WOMEN An intensive October-through-April course for beginners in advertising, including lectures by prominent advertising men and women, field trips offering actual observation of mechanics of ad production, "Career Clinic," and opportunity to compete for scholarships for further ad study in New York schools and universities. Subsequent meetings are on Monday nights, beginning Oct. 11th at 6:30 P.M. Tuition, \$10. Registration with Mrs. Mabel Blake at Advertising Women's Club, 47 West 34th Street, WI. 7-5648.	ADVERTISING WOMEN OF NEW YORK	N.Y. TIMES BUILDING 229 WEST 43RD STREET
Monday Oct. 11 6:45- 8:25 P.M.	COURSE IN RETAIL CREDIT AND COLLECTION TECHNIQUES This course is given 1 night a week for 8 weeks on Mondays from 6:45-8:25 P.M. Instructor: A.S. Kleckner. Cost \$5. For information: GR. 5-7140.	RETAIL CREDIT MEN'S ASSOCIATION	CITY COLLEGE SCHOOL OF BUSINESS, 17 LEX. AVE.
Monday Oct. 11- Nov. 18	LECTURES ON FURNITURE FASHIONS Miss Bradish gives 2 parallel series of 6 lectures each on Mondays and Thursdays at 11 A.M. The Monday lectures show America's dependence on European furniture styles; Thursday's show the growth of our own sources of American furniture. Each series is a separate unit. Those interested are invited. Publicity: Charlotte Hughes, RH. 4-7690.	ETHELWYN BRADISH FOR METROPOLITAN MUSEUM	5TH AVE. AT 82ND ST. MET. MUSEUM OF ART
Monday Oct. 11-20	JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Monday Oct. 11-25	SHOWING OF SPRING WHOLESALE DRESS LINES	STYLE CREATORS OF CHICAGO	MERCHANDISE MART CHICAGO, ILLINOIS
Monday Oct. 11-14	SHOWING OF SPRING WHOLESALE SPORTSWEAR	AMERICAN FASHION ASSOCIATION	BAKER & ADOLPHUS HOTELS DALLAS, TEXAS
Tuesday Oct. 12	COLUMBUS DAY A remarkably good shopping day in the fashion departments.		
Tuesday Oct. 12 1:00 P.M. Luncheon	FALL STYLE SHOW Open to public. Luncheon, a la carte. Press by invitation. Jonai Publicity: Mr. Nathan, PL. 5-5430. Ritz: Marion Morrison, PL. 3-4600.	JONAI INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 12- Oct. 16	KINGS COUNTY VICTORY FAIR A. & S. in cooperation with the New York State Emergency Food Commission, Brooklyn Chapter of American Red Cross, New York Victory Garden Council, and Brooklyn C.D.V.O. is staging a big home war work competition. Residents of Kings County will exhibit their Victory Garden vegetables, canned goods, baked goods, and handicraft. Prizes: War Stamps and Bonds for best entries. Music, information and fun galore! Public invited. For more information, Publicity: Emily Adamson, TR. 5-7200.	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET 7TH FLOOR, EAST

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Oct. 13 9:30 A.M.	1-DAY CONFERENCE OF N.Y. STATE RETAIL MERCHANTS Retailers of New York State will hold their annual one-day session during which business and government will be the theme for discussion with a list of representative speakers headed by Irving M. Ives, Chairman of the Joint Legislative Committees on Industrial and Labor Conditions. Contact: Mr. Alfred Worsdell, Jr., 24 Chapel Street, Albany, New York.	COUNCIL OF RETAIL MERCHANTS	COMMODORE HOTEL WEST BALLROOM
Wednesday Oct. 13 12:30 P.M. Luncheon	SYMPOSIUM ON CHILDREN'S MARKET There will be four 10-minute speakers in this merchandising glimpse of tomorrow's customers. "Creating The Taste of Tomorrow as a Future Market" is the theme discussed by Charlotte Adams, radio commentator, WQXR; Bernard Greenbaum, Pres., Nursery Furniture Co.; Jessie Stanton, consulting director, Harriet Johnson Nursing School and Ellen Reece, educator, formerly with Rosemary Hall. Luncheon, \$1.65. Contact: CI. 7-1734.	THE FASHION GROUP, INC. HOME FURNISHINGS DIVISION	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
Wednesday Oct. 13 1:00 P.M. Luncheon	FALL AND WINTER COLLECTION This is one of the de luxe shops of the Waldorf Hotel patronized by transients and local women of fashion. Open to public. Luncheons a la carte. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	TOWN & TRAVEL OF THE WALDORF	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 13 4:00 P.M.	PRIVATE PRESS PREVIEW: NEW 1944 COLLECTION The always well-attended McMullen showing of fashions designed by Dorothy Cocks will reveal early Spring trends. Press invited strictly by invitation and counselled to get there early as this collection always draws a crowd. Publicity: Abigail Johnson, MU. 3-9560.	McMULLEN COMPANY	475 FIFTH AVENUE
Wednesday Oct. 13 8:00 P.M.	INTERNATIONAL NIGHT RALLY The League will introduce four women, representatives of Belgium, Holland, Norway and Poland. They will speak of women in Europe, discussing their power in the war, their contributions to music and other pertinent matters. Members and their friends invited. Publ.: Clara Ogilvie, MU. 2-7343.	N.Y. LEAGUE FOR BUSINESS & PROFESSIONAL WOMEN	3 WEST 51ST STREET
Thursday Oct. 14 12:15 P.M. Luncheon	OPENING LUNCHEON OF SEASON The Publicity Club of New York starts its fifth year of activities with this first in a series of fortnightly meetings. James R. Young, veteran foreign newspaper correspondent and author of "Behind The Rising Sun" will discuss "Japan's Treatment of War Prisoners." Also present, will be Margo, star of stage and screen. Members and their friends invited to attend. For reservations, contact: Mr. Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	BELMONT PLAZA HOTEL CASINO-IN-THE-AIR
Thursday Oct. 14 12:30 P.M. Luncheon	LUNCHEON FOR BEAUTY AND FASHION EDITORS A luncheon to entertain Beauty and Fashion Editors and Commentators. Addresses by H. L. Brooks, Pres.; H. A. Goulden, Dir. of Board of Standards and others. By invitation. Contact: Mr. S. L. Mayham, Executive Secretary, CO. 5-5443.	THE TOILET GOODS ASSOCIATION, INC.	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Thursday Oct. 14 1:00 P.M. Luncheon	FALL FASHION LUNCHEON Macy's perfect ensembling of fashions and accessories is sure to be	R. H. MACY & CO., INC. (HERALD SQUARE)	PLAZA HOTEL PERSIAN ROOM

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

represented in this Fall clothes display for the Press and smart Plaza Hotel lunchers. Luncheons from \$2. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Plaza Publicity: Alma Zaiss, PL. 3-1740.

Thursday Oct. 14 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS Beautiful new fur originations for Fall and Winter shown by Mr. Rainer. Luncheon, a la carte. Press by invitation. Rainer Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.	ALFRED RAINER (17 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Friday Oct. 15	NOVEMBER ISSUE OF WOMEN'S REPORTER This magazine circulates among 10,000 buyers. The November 1st issue will spotlight the California market. Contact: Sam Cook Singer, WI. 7-2790.	WOMEN'S REPORTER	EMPIRE STATE BUILDING 350 FIFTH AVENUE
Beginning Saturday Oct. 16 7:00- 7:30 P.M.	RADIO SERIES ON POST-WAR PROSPERITY First radio talk on Oct. 16th will be by Mr. Ruml, treasurer of R. H. Macy & Co. and chairman of the N. Y. Federal Reserve Bank, on financing post-war prosperity. On Nov. 6th, Dr. David Craig will talk about getting goods to the consumer. Everyone invited to listen.	BEARDSLEY RUMML AND DAVID CRAIG	NBC (660 ON DIAL)
Sunday Oct. 17- Oct. 21	12TH NATIONAL SHOE EXPOSITION 12th annual Spring Opening for shoe manufacturers' lines held under the management of Mr. E. A. Richardson of Boston. This will be the only large-size shoe exposition in the East for Spring buying. Contact: E. A. Richardson or Mr. Shaffer, Front Office Manager, ME. 3-1000.	SHOE MANUFACTURERS	NEW YORKER HOTEL 8TH AVE. AT 34TH STREET

Beginning Monday Oct. 18	SPRING FASHION LINES The need for time to procure, make and deliver fashions today prompts their earliest possible showing. Hence, Spring lines will be shown early. Individual opening dates will be listed as soon as they are set.	FASHION ORIGINATORS' GUILD OF AMERICA	VARIOUS SHOWROOMS
	WILLIAM BASS DAVE BELLSEY ANTHONY BLOTTA CAPRI FROCKS DEITSCH, WERSBA, COPPOLA ED GERRICK FOX BROWNIE A. GOODMAN FRED GREENBERG JOSEPH HALPERT HORWITZ & DUBERMAN	530 7TH AVE. 512 " " 498 " " 1372 B'WAY 512 7TH AVE. 550 " " 498 " " 530 " " 550 " " 530 " " 498 " "	JUNIOR LEAGUE INTERNATIONAL DRESS KAPLAN & GRABOIS SAMUEL KASS LA RUE DRESSES MARY LEE PARNIS-LEVINSON BEN REIG C.H.D. ROBBINS MARTIN SIMON HERBERT SONDHEIM ZUCKERMAN & KRAUS
			1372 B'WAY 1400 " 498 7TH AVE. " " " 550 " " 530 " " " " " 498 " " 525 " " 498 " " 530 " " 512 " "

Monday Oct. 18 1:00 P.M. Luncheon	FALL COLLECTION OF ORIGINAL MODELS Open to public. Luncheons from \$1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.	HELEN DE HUENE (21 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
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Monday Oct. 18 2:30 P.M.	LATE WINTER AND EARLY SPRING FASHION SHOW Presenting the spirit of 1944 in a new kind of clothes reflecting today's practicality and tomorrow's helpfulness. Gayer, more cheerful dresses to offset the grim reality of these times. Hats by Eve Tartar, 676 Madison Avenue. Press invited. Contact; Charles Armour, LO. 5-1622.	CHARLES ARMOUR	498 SEVENTH AVENUE
Monday Oct. 18- Oct. 19	BOSTON CONFERENCE ON POST-WAR RETAILING 15th annual retailing conference directed by Daniel Bloomfield. 25 speakers will participate in clarifying distribution problems of retailing during war time. At the first day's luncheon session, will be Sir Gerald Campbell, British Minister to the U.S.A.; Beardsley Ruml of R. H. Macy, and others. Contact; Daniel Bloomfield, Boston Chamber of Commerce, Statler Hotel, Boston.	RETAIL TRADE BOARD OF BOSTON CHAMBER OF COMM.	STATLER HOTEL BOSTON, MASS.
Tuesday Oct. 19 1:00 P.M. Luncheon	ADVANCE WINTER FUR FASHIONS The Esther Dorothy furs always make headlines. Open to public. Luncheon, a la carte. Press by invitation. Esther Dorothy Publicity; Eleanor Lambert, PL. 5-8580. Ritz Publicity; Marion Morrison, PL. 3-4600.	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Oct. 19- Oct. 20	SOUTHWESTERN REGIONAL MEETING This will be a meeting specially called for better understanding of smaller stores and their business problems. Contact; Edward S. Hoyt, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	ADOLPHUS HOTEL DALLAS, TEXAS
Wednesday Oct. 20 1:00 P.M. Luncheon	FALL AND WINTER HAT FASHIONS AT LUNCHEON Open to public. Luncheons, a la carte. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.	MME. ARANKA (19 E. 56TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Oct. 20- Oct. 22 2:45 & 8:45 P.M.	FASHIONS OF THE TIMES Twice a day for three consecutive days, the N.Y. Times Fashion Department will present "Fashions of The Times" to prove the cooperation of manufacturers and designers with New York retailers. This is the second year this show has been given. The technique of the professional theatre will be used in presentation. Fashion Director is Virginia Pope, N.Y. Times Fashion Editor, aided by Frances Bemis, who will stage the production. Tickets are swiftly sold out at \$1.65, so write in at once to Mr. Ivan Veit, N.Y. Times Promotion Department, 229 West 43rd St., N.Y.C., LA. 4-1000.	THE NEW YORK TIMES	TIMES HALL 240 WEST 44TH STREET
Wednesday Oct. 20- Oct. 21	POST-WAR PLANNING FOR COTTON TEXTILES A report on the year's developments in cotton textiles and the industry's attitude toward current problems will be given at the opening session. Later there will be several forums taking up matters of interest to cotton people. They are looking ahead to what will happen at the termination of government contracts when new problems of financing and production will arise. This meeting is of vast interest to all cotton people and should be attended by all those interested. Contact: Virginia Jewel, WO. 2-0270.	THE COTTON TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Thursday Oct. 21 1:00 P.M. Luncheon	FALL MILLINERY LUNCHEON SHOW Public invited. Luncheon, \$2.00. Press by invitation only. Florell Publicity: Mr. Frederick, PL. 5-0895. Plaza Publicity: Alma Zaiss, PL. 3-1740.	WALTER FLORELL (29 E. 53RD ST.)	PLAZA HOTEL PERSIAN ROOM

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Thursday Oct. 21 1:00 P.M. Luncheon	LUNCHEON MILLINERY COLLECTION Showing of the brand new late Fall--early Winter millinery collection. Open to public. Luncheon, a la carte. Press by invitation. Suzanne Publ.: Viola Shefer, PL. 3-2117. Ritz Carlton Publ.: Marion Morrison, PL. 3-4600.	SUZANNE ET ROGER (24 E. 64TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 21 4:30 P.M. Cocktails, 5:15 P.M. Show	IT'S FUN TO SEW An original kind of teen-age fashion show directed by Betty Green and Jane Chapman and planned to show how to prove to the teen-age sewing group that it's "Fun to Sew." Typical "Calling All Girls" readers will model clothes they have made for themselves. Fabrics, patters and notion buyers, fashion editors and special editors by invitation. Publ.: Evelyn Docher, PL. 3-5600.	THE SPOOL COTTON CO. & "CALLING ALL GIRLS"	PIERRE HOTEL 5TH AVE. AT 61ST ST.
Oct. 21- Nov. 3	EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	JAMAICA RACE TRACK JAMAICA, LONG ISLAND
Monday Oct. 25- Oct. 27 9:00 A.M. On.....	30TH NATIONAL FOREIGN TRADE CONVENTION Selected speakers will discuss inter-American relations and those with the British Commonwealth of Nations, Soviet Russia, and China. Sessions start at 9:00 A.M. and last through after-dinner meetings. Contact: Mr. Al Crawford, National Foreign Trade Council, WH. 4-5780.	NATIONAL FOREIGN TRADE COUNCIL	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Tuesday Oct. 26 1:00 P.M. Luncheon	LUNCHEON SHOWING OF ORIGINAL CLASSICS An Individual Collection of original classics in custom type clothes, hand-knitted models, exclusive bags and accessories. Open to public. Luncheon, a la carte. Press by invitation. Pensee Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.	HENRY A LA PENSEE INC. (9 EAST 55TH STREET)	RITZ CARLTON HOTEL OVAL ROOM
Beginning Tuesday Oct. 26	EXHIBIT: PAINTINGS BY ALEXANDRA PREGEL First American exhibition will be on view for two weeks. Publicity: Evelyn Gerstein Associates, CI. 6-7632.	NEW SCHOOL FOR SOCIAL RESEARCH	66 WEST 12TH STREET
Wednesday Oct. 27 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Details later. Open to public. Luncheon, a la carte. Press by invitation. Russeks Publ.: Beatrice Castle, WI. 7-1900. Waldorf: Ted Saucier, EL. 5-3000.	RUSSEKS FIFTH AVENUE (390 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT
Wednesday Oct. 27 7:30 P.M.	DINNER-DANCE OBSERV- ANCE OF NAVY DAY In honor of the United States Navy and also the anniversary of the birthday of President Theodore Roosevelt, the Navy League stages a big-time affair with many of its top-hats in attendance, including Admiral King, Commander-in-Chief, U. S. Fleet; Lt. Commander Mildred McAfee, director of the WAVES; Lt. General Holcomb, Commandant, U.S. Marine Corps and others. Admission, \$10. for dinner and dance, proceeds to be given to U.S. Navy Relief Funds. Saturday afternoon, October 23rd, there'll be a Navy Day Parade on upper Fifth Ave. For dinner-dance tickets, Commander Charles Haan Jr., BO. 9-7448.	NAVY LEAGUE OF UNITED STATES OF AMERICA	WALDORF ASTORIA HOTEL GRAND BALLROOM
Thursday Oct. 28 12:30 P.M.	LUNCHEON MEETING OF RE- TAIL DISTRIBUTION GROUP Principle speaker at this luncheon will be Colonel F.R. Kerr, Deputy Chief of Army Exchange Service, on the topic of "The Place of Army Exchanges in the Field of Retail Distribution." Luncheon, \$1.16. For reservations, contact: Louise Thion, Cigar Institute, LE. 2-2489.	AMERICAN MARKETING ASSOCIATION	SHERATON HOTEL LEXINGTON AT 37TH ST.

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Thursday Oct. 28 1:00 P.M. Luncheon	FALL COLLECTION OF ORIGINAL MODELS Helene de Huene fashions will be shown in combination with Maximilian Furs (20 W. 57th St.). Open to public. Luncheons a la carte. Press by invitation. Ritz Publicity: Marion Morrison, PL. 3-4600.	HELENE DE HUENE (21 E. 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Thursday Oct. 28 8:00 P.M.	ANNUAL MEETING Committees for the Board of Directors will be named. War posters will be sponsored in response to the U. S. Treasury Dept. request, and code of fair trade practices discussed. Contact: Miss Wiedenfeld, LO. 3-2992.	TEXTILE DISTRIBUTORS INSTITUTE, INC.	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD ST.
Monday Nov. 1-4	ANNUAL NATIONAL SHOE FAIR The OPA in connection with this Annual National Shoe Fair, will stage a four-day clinic for the shoe industry. Harold Quimby of Trade Section, Footwear Rationing Branch, OPA, will conduct. Many government people will be in attendance. All shoe retailers invited. Regarding hotel accommodations, the Stevens Hotel in Chicago, preempted by the Army, is now back under private management and will be available for the Shoe Industry War Conference and Market Week. There will be no shoe displays at the Stevens, only sleeping accommodations during the four-day period of the conference.	NATIONAL SHOE RETAIL- ERS ASSN., NAT'L BOOT & SHOE MFRS. ASSN.	MORRISON HOTEL, MEZZANINE CHICAGO, ILLINOIS
Wednesday Nov. 3 1:00 P.M. Luncheon	LUNCHEON FASHION SHOWING Open to public. Luncheon, a la carte. Press by invitation. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	KATHLEEN (118 E. 60TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Nov. 3 1:00 P.M. Luncheon	FALL FUR LUNCHEON The usual Tuesday at the Ritz held on Wednesday because of Election Day. Details later. Open to public. Luncheon a la carte. Press by invitation. Gunther Publ.: Viola Shefer, PL. 3-2117. Ritz: Marion Morrison, PL. 3-4600.	GUNTHER (666 5TH AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Monday Nov. 8 1:00 P.M. Luncheon	SHOWING OF FALL SPORTS FASHIONS Open to public. Luncheon, \$2. Press by invitation. Fashion Show Pub- licity: Mary Alice Rice, PL. 3-4500.	CASUAL CLOTHES INC. (745 MADISON AVENUE)	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday Nov. 9 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FRENCH-TYPE MILLINERY You can be sure of an exciting and flattering collection whenever Nicole hats are shown. The Nicole establishment also creates its own dresses along Parisian lines for a faithful, exclusive clientele. Open to public. Luncheon, a la carte. Press by invitation. Nicole Publicity: Viola Shefer, PL. 3-2117. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	NICOLE DE PARIS (23 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Nov. 9- Nov. 10 (Tentative)	FILM PRESENTATION OF RADIO IN SELLING The nation's retailers are invited to view in a film, a presentation of how radio advertising can help in retail selling. A scientific analysis has been made and dramatized with film and comment so that retailers may break down any reservations they have had against radio as a selling (Continued on following page)	NATIONAL ASSOCIATION OF BROADCASTERS	????

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

agent. This film is having its premiere in Washington on Oct. 12th before a representative audience of merchants, editors and government officials. Thereafter showings will be held in 120 cities, among which New York is having its showing on November 9th and 10th. Place of showing as yet undetermined. Admission by invitation. Publicity: Walter Schneider, CI. 7-8300, ext. 121.

Wednesday	LUNCHEON FASHION	FARQUHARSON & WHEELLOCK	WALDORF ASTORIA HOTEL
Nov. 10	SHOW	(23 WEST 57TH STREET)	SERT ROOM
1:00 P.M.	Open to public. Luncheon, a la carte. Press by invitation. Publicity:		
Luncheon	Ted Saucier, EL. 5-3000.		

Tuesday	12TH ANNUAL FORUM	NEW YORK HERALD-	WALDORF ASTORIA HOTEL
Nov. 16-		TRIBUNE	PARK AVE. AT 50TH ST.
Nov. 17	The 12th forum of the New York Herald-Tribune with usual afternoon and evening sessions on both days will carry its usual galaxy of distinguished world personalities. The general subject and speakers to be announced later. Contact: Mrs. Grace Allen Bangs, Forum Committee, PE. 6-4000.		

Wednesday	HAIR FASHION	BERNORD AZ GURO	WALDORF ASTORIA HOTEL
Nov. 17	PREVIEW		PARK AVE. AT 50TH ST.
4:30 P.M.	A new Cold Ray masterpiece which means a new swing in hair fashion and silhouette will be illustrated by Guro, maestro of the coiffure. Fashion and Beauty Press invited. Contact: Bernord Az Guro, WI. 2-1692.		

OUT-OF-TOWN FASHION MARKET DATES

Oct. 11-22...Dallas Fashion and Sportswear Center, Dallas Fashion Association, Baker and Adolphus Hotels.

Oct. 18-19...Planning for Business in Post-War Era, Boston Conference on Retail Distribution, Statler Hotel, Boston, Mass.

Oct. 18-21...Showing of Holiday and Early Spring 1944 Fashions by Women's Apparel Club of New England, Parker House, Boston, Mass.

DATES AHEADRED LETTER WEEKS

Oct. 9	JEWISH DAY OF ATONEMENT (Sat.)*	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK
Oct. 12	COLUMBUS DAY (Big shopping day) (Tues.)	Oct. 10-17	NATIONAL WINE WEEK
Oct. 27	NAVY DAY (Wed.)	Oct. 11-17	BIBLE WEEK
Oct. 31	HALLOWE'EN (Sun.)	Oct. 17-23	NATIONAL PHARMACY WEEK
Nov. 2	ELECTION DAY (Tues.)	Oct. 24-31	NATIONAL APPLE WEEK
Nov. 11	ARMISTICE DAY (Thurs.)	Oct. 31-11/6	GIRL SCOUT WEEK
Nov. 25	THANKSGIVING DAY (Thurs.)	Nov. 1-7	AMERICAN ART WEEK
Dec. 22	1ST DAY OF WINTER (Wed.)	Nov. 7-13	AMERICAN EDUCATIONAL WEEK
Dec. 25	CHRISTMAS DAY (Sat.)	Nov. 7-14	FATHER AND SON WEEK
Dec. 31	NEW YEAR'S EVE (Fri.)	Nov. 14-20	BOOK WEEK
		Nov. 22-12/25	CHRISTMAS SEAL CAMPAIGN
		Dec. 8-15	NATIONAL BILL OF RIGHTS WEEK

* Market closed for all practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Now....."LASSIE COME HOME" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. AT 50TH
 Showing MGM's film version of the Eric Knight dog story with Roddy McDowall and
 British cast. Publicity: Lou Smith, BR. 9-7800.

Friday.....OPENING: SALLY RAND (PERSONAL APPEARANCE) FOLLIES BERGERE, 228 W. 47TH ST.
 Oct. 8 While awaiting papers, inoculations, etc., prior to over-seas engagements
 to entertain the Armed Forces, Sally Rand will appear at the Follies
 Bergere, Edison Hotel. Contact: Sally Rand, CI. 6-5000.

Sunday.....PREMIERE: BALLET THEATRE METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Oct. 10- The Fall season will last four weeks under direction of Hurok with new sets
 Nov. 7 and costumes and three brand new ballets: "Mademoiselle Angot," "Fair at
 Sorochniksk" and also "Tally Ho." Usual favorite performers will appear in
 ballets such as "Slovonika," "Pas de Deux," "Romeo and Juliet," "Helen of
 Troy," "Aleko," and others. Publicity: Gerald Goode, PL. 3-0820.

Tuesday.....PREMIER: "ANOTHER LOVE STORY" FULTON THEATRE, 210 WEST 46TH STREET
 Oct. 12 This is a Frederick Lonsdale comedy starring Roland Young and Margaret
 Lindsay. Costumes by Hattie Carnegie. Publ.: Dick Maney, WI. 7-6939.

Wednesday...PREMIER: "TRUE TO LIFE" (Movie) PARAMOUNT THEATRE, B'WAY AT 43RD ST.
 Oct. 13 This is a romantic story with a radio background and a star cast, including
 Mary Martin, Franchot Tone and Dick Powell. Costumes by Edith Head. Para-
 mount Publicity: Aileen Brenon, BR. 9-8700.

Thursday...PREMIERE: "PHANTOM OF THE OPERA" (Movie) CAPITOL THEATRE, B'WAY AT 51ST ST.
 Oct. 14 Universal's musical drama with Nelson Eddy and Susanna Foster featured in
 the singing roles and Claude Rains the star performer. Costumes by Vera
 West. Publicity: Al Horwits, CI. 7-7100.

Thursday...PREMIERE: "BEHIND THE RISING SUN" (Movie) PALACE THEATRE, B'WAY AT 45TH ST.
 Oct. 14 This is RKO's picture dramatizing James Young's account of the past six
 years in Tokio. Star of the picture is Margo. Costumes by Edward
 Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.

Thursday...PREMIERE: "MY KINGDOM FOR A COOK" (Movie) LOEW'S STATE, 1540 BROADWAY
 Oct. 14 This is Columbia Picture's comedy with Charles Coburn, Marguerite Chapman
 and Bill Carter. Publicity: Hortense Schorr, BR. 9-7900.

Friday.....PREMIERE: "THE STRANGE DEATH OF ADOLPH HITLER" (Movie) RIALTO, 1481 B'WAY
 Oct. 15 This is a Universal film featuring Gale Sondergaard and Ludwig Donath.
 Costumes by Vera West. Publicity: Al Horwits, CI. 7-7100.

Week of.....PREMIERE: "OTHELLO" SHUBERT THEATRE, 225 W. 44TH ST.
 Oct. 18 This famous Paul Robeson-Jose Ferrer-Uta Hagan version of the Shakespearian
 play with Margaret Webster acting and directing, will finally be presented
 for New York audiences the week of October 18th. Costumes by Eaves Costume
 Company. Publicity: Alfred Tamarin, CO. 5-0024.

Week of.....PREMIERE: "THE NAKED GENIUS" PLYMOUTH THEATRE, 236 W. 45TH ST.
 Oct. 18 This is a screaming comedy by Gypsy Rose Lee about a pair of milliners
 or 25 called Fred-Eric. Rex O'Malley and Joan Blondell play the leading roles
 and John-Frederics, about whom the comedy is said to be written, have de-
 signed the hats. Produced by Michael Todd. Costumes by Juliette, Brooks
 Costume Co. and Wilma Gowns. Publicity: Louis Harmon, CI. 7-4374.

Wednesday...PREMIER: "CORVETTE K 255" (Movie) CRITERION THEATRE, 1514 B'WAY
 Oct. 20 A Universal film with Randolph Scott, Ella Raines, Andy Devine and James
 Brown. Costumes by Vera West. Publicity: Al Horwits, CI. 7-7100.

Monday.....OPENING NIGHT: METROPOLITAN OPERA CO. METROPOLITAN OPERA HOUSE
 Nov. 22 DIAMOND JUBILEE B'WAY AT 39TH STREET
 The opening of the Metropolitan Opera will present Moussorgsky's "Boris
 Godunoff." The season will cover 20 weeks, and there will be ten reviv-
 als in the sixtieth Operaseason. First night's performance will be con-
 ducted by George Szell. Publicity: Constance Hope, PL. 3-3390.